

Cary Chamber of Commerce

2016-2017 Program of Work

Economic Development Program of Work 2016-2017

Vice-Chair: Skip Hill

Mission: The Economic Development Division will act as the primary agency for the development and expansion of new and existing business. We will provide the support needed to create a successful business environment, emphasizing quality of life within our community.

We will continue to work according to the Economic Development Action Plan developed by Sanford Holshouser, making sure we address all of the strategies outlined in that plan: Existing Business & Industry Support, Business Recruitment, Small Business/Entrepreneurial Development, Downtown Development, Sports Development, Travel & Tourism Development, and Business Park Development. Below we have specifically cited areas for more intense focus.

Goals & Objectives (no particular order):

Mixed Use Employment Center (Business Park) Development:

- Work with land owners and developers to identify strategic parcels of that would be ideal for mixed use employment centers

- Develop marketing pieces that highlight various land sites and redevelopment opportunities that would be appropriate for mixed use employment center uses

- Communicate with Town Staff and Council informing them of these strategic pieces to guarantee that appropriate planning and zoning are in place

Small Business/Entrepreneurial Development:

- Continue to help foster and grow Cary's Startup Ecosystem. Work with CoFounders Capital Lab for their continued growth and to include more office product for these startup companies and incubators

- Continue to be a resource to small businesses in Cary to help them grow and prosper

Downtown Development:

- Continue to work with Downtown Development Manager to assist in the development of Downtown to include new tenants and real estate development

- Work to make downtown an employment center

- Support the re-opening of Academy Street

Business Retention & Expansion Program:

- Develop a program to target and call upon existing industry in Cary
- Implement system to regularly 'touch' existing companies with calls and/or handwritten notes

Partner with other Economic Development Organizations in Region (Economic Development Partnership of North Carolina (EDPNC), RTRP, Wake County Economic Development):

- Accompany partners on trips to conferences and conventions relevant to Cary
- Join partners on strategic calls to consultants and businesses relevant to Cary

Sports Development & Venue Expansion:

- Continue to hold quarterly sports alliance meetings
- Support the efforts to grow the Triangle Aquatics Center with a world class diving facility
- Promote and support the expansion of the Carolina Railhawks and WakeMed Soccer Park, as well as USA Baseball and the Cary Tennis Center

Work closely with Town staff and elected officials to ensure their decisions have positive effects on economic development:

- Be in regular communication with Town Manager's office on current prospects and challenges we face
- Coordinate with Town Manager to work with Planning/Engineering/Parks to inform them on what we are seeing/hearing regarding economic development
- Work with Town Manager in keeping Council up to date on projects, issues and concerns regarding economic development
- Support the Town's efforts with the Sister Cities program

Provide quality information and value for membership on matters related to economic development:

- Hold monthly economic development meetings with relevant topics. Possibly alternate monthly meetings with roundtable discussions on pre-determined topics or hold meetings in different, relevant locations
- Explore/implement an Intercity visit to the Phoenix, Arizona area (or other relevant area from which we can learn)

Grow and improve internal operational functions:

- Add an additional team member to assist with research, marketing and administrative tasks
- Implement a customer relationship management software system to aid in tracking projects and existing industry

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Vice-Chair: Rick Stephenson

Mission:

The Education Division will facilitate and champion business community involvement by promoting partnerships and innovative programs for the positive influence of our students, teachers and schools.

Recognition:

Facilitate & expand the Honor a Teacher awards program which includes public & private schools

Recognize area teachers with two Teacher of the Month presentations

Award an area school with the Entrepreneurial Award in Education for best business practices

Host a Cary area Principals Luncheon

Host a Cary area Assistant Principals Luncheon

Sponsor annual Wake County Teacher of the Year Ceremony

Honor Cary area First Year Teachers with a plaque

Recruitment:

Work on plan/lobby government to support teachers and leadership

Offer Chamber facilities for training sessions for area schools and counselors

Development:

Organize & expand Youth Leadership Cary 2016-2017

Serve on Cary Area School Business Alliances with help of Education Committee Members; help coordinate career fair & recruit business to mentor students

Serve as guest speaker at various school forums for student development

Communications and Building Relationships:

Host annual Education Golf Tournament to support local education initiatives

Partner with Wake Education Partnership on issues of mutual interest, attend quarterly Advisory Council meeting with local leadership, and promote World Café program to connect local schools and businesses

Invite local leaders to speak at monthly Education Committee Luncheons, Eye Opener Breakfasts and forums to inform the membership on various education issues, including actions and future plans for pre-k, Wake County Public School System and higher education

Provide Wake County Public School information/website link on the Cary Chamber website

Serve as a collection point for the Wake Up and Read Book Drive

Utilize social media outlets and Chamber newsletters to communicate Chamber education programs and school highlights to the community

Support North Carolina Vision 2030

Research into partnering with Cary Area rotary clubs to create a school supply drive for high-need schools in the Cary Area

Governmental Relations Program of Work 2016-2017

Vice-Chair: Andi Curtis

Mission: The Governmental Relations Division will establish and enhance relationships with governmental officials that affect Cary and its business community; provide information to and obtain input from our members on government issues relevant to them; recommend advocacy positions to the Chamber's Board of Directors, and communicate the Chamber's viewpoint to our membership, elected officials and the community at large.

Elections:

Hold candidates' forums in September and October 2016; and produce a Voter's Guide for the November 2016 races

Legislative Leadership:

Work with local, state, and national elected officials for the advancement of our legislative agenda

Host Annual Elected Officials Reception

Host Annual Leadership Dinner

Partner with the Town of Cary to support their legislative agenda

Maintain a leadership role in the Regional Transportation Alliance (RTA), educate members on transportation issues, support the Wake County Transit Referendum

Implement procedures for the Town of Cary's "Imagine Cary" plan

Support North Carolina Vision 2030

Leadership Services:

Organize Leadership Cary 2016-2017, including two community service projects

Create programming for our Cary Young Professionals Network and offer opportunities to engage in public policy

Monitor local, state, and national legislative issues that affect our business community

Work with the Town of Cary and facilitate an orientation for newly elected officials

Survey members to gauge issues that relate to the business community and produce a legislative agenda

Create a bi-monthly dialogue meeting with local elected officials

Member Business Services

Program of Work

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Vice-Chair: Liz Cantino

Mission: The Member Business Services division will communicate with the members and to the community the role, benefits and services of the Chamber with emphasis on recruitment, retention, and services. It will also provide educational opportunities and deliver resources and solutions to provide quantifiable value for Chamber Members.

Membership Development

Investigate establishing a membership recruitment program

Conduct Bi-monthly Chamber 101 sessions that educate new members and/or new employees of experienced members about the Chamber and its Program of Work

Involve Board of Directors, Leadership Cary Graduates and Ambassadors to grow and retain membership base

Maintain member contact and communication through Member Retention Plan with special focus on new members

Ambassador Program

Maintain volunteer group that will work with Board of Directors and staff on all Chamber events with focus on member retention through involvement

Each new member will be assigned an Ambassador for follow up and guidance through the first year of membership

Ambassadors will be called upon to work at Chamber Events including Golf tournaments, Eye Opener Breakfasts, Business Expo and attend ribbon cuttings. Ambassadors will be considered a vitally important extension of staff

Seek the assistance of the Ambassadors to promote Chamber awareness through the use of Social Media

Membership Services

Promote and add focus to the "Member to Member" benefits program increasing discount opportunities for members by members

Coordinate monthly Business After Hours and Eye Opener Breakfasts

Organize, promote and present Car Raffle and Auction

Organize and promote annual Member Guest Golf Tournament

Host "A Taste of Cary" Member Appreciation party

Continue the monthly Business of Women luncheons featuring speakers with topics specific to working women

Utilize Social Media to promote Chamber members and recognize coverage as a member benefit

Continue to offer members a selected International trip to serve as a possible revenue generating event

Educational Services

Continue to present "Friday Force" quarterly in partnership with Wake Tech's Business & Industry Center.

Offer monthly Notary Classes

Promote and organize "A day of Service" providing the opportunity for our members to assist our non-profit community

Marketing Showcase

Sponsor and present the Excellence Awards Luncheon in spring to recognize achievements of both for-profit and non-profit ventures

Present and promote the Business Expo offering members a day of networking and presentation of their goods/services in a business to business format

Communications
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Mission: The Communications Division will represent each individual division and the Chamber as a whole by establishing the image that the Cary Chamber of Commerce strives to attain and placing it at the forefront of the various communication mediums in the Triangle area.

Produce the Commerce Review newsletter

Produce a Membership Directory and Buyer's Guide

Enhance the functionality of www.carychamber.com

Utilize social media platforms to enhance chamber communications

Maintain the weekly e-newsletter of events

Create invitations, brochures and other materials for each Chamber event

Develop and review mission statement and vision for the Cary Chamber of Commerce